

EXHIBIT 2

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NYORDER.COM, LLC
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I. OVERVIEW

NYORDER.COM, LLC ("NYORDER") is aggressively pursuing the \$195 billion dollar food delivery/takeout industry market. NYORDER seeks to penetrate the New York market by focusing on company food deliveries for employees. NYORDER will allow customers to browse menus on-line, locate restaurants that deliver to their companies and place orders without the aggravation of telephone ordering.

Here is how it works. The customer simply logs on to the NYORDER website. He or she then inputs the company's name or address and the type of food desired (*i.e.*, Italian, Chinese, deli, *etc.*). The restaurants that deliver to the customer's location at that particular time pop up. The customer can browse the restaurants' menus, place an order, select the payment option accepted by the restaurant and have it delivered at the time the customer desires. NYORDER automatically converts the on-line orders into a fax or e-mail to the restaurant. The restaurants will then process the order and credit card information and deliver the food to the customer.

participating
The restaurants pay NYORDER five percent of the total orders processed by ~~a particular~~ restaurant each month.

A copy of the proposed screens for NYORDER's website is attached hereto as Exhibit "A".


II. MARKETING PLAN

NYORDER has targeted industries that will benefit most from the convenience of using NYORDER.

A. Law firms

have accounts set up
An attorney working on a ~~particular~~ project for a client often bills that client for any food ordered. An attorney calls up a restaurant, places the order and supplies the restaurant with the corporate account number and the client/matter number. Law firms often ~~set up accounts with certain~~ restaurants. Those restaurants send the bills to the internal accounting departments of law firms which include the name of attorney who ordered the food, the amount ordered, and the client/matter to which the restaurant invoice should be billed. The law firm pays the amount due the restaurant, and the law firm's internal accounting department then allocates the portion of the bill to the respective client/matter.

Clients are either billed every thirty days or when the legal matter is completed. The present



11/22/01
And
invoice is accurate to client
system is inefficient. By the time the restaurant sends the bill to the law firm and the law firm allocates the bill to the particular client, it is several months after the client has been billed or the legal matter has been completed. Thus, if a client pays a \$100,000 legal bill, the law firm then has to decide whether to bill the client several months later for a \$1,500 food bill. The law firms' internal accounting departments spend an average of 30 to 40 hours per month processing invoices from different restaurants.

previous will time
NYORDER's solution is to allow attorneys to input the transaction or the client/matter number while they are ordering food. This will allow NYORDER to supply the internal accounting departments at law firms every thirty days with a print out that lists the client matter number, identifies the attorney who orders the food and the amount of the order. Law firms will be able to immediately bill their clients. Attorneys ordering food will not have to reiterate information such as their addresses and phone numbers and spend 20 minutes searching for menus. And, more restaurants will have access to these law firms which will result in increased revenues for the restaurants. Furthermore, NYORDER will allow large food orders to be placed. Those orders will allow the customer to designate the different orders by name and to provide special instructions for each item.

The following is a breakdown of the number of law firms in New York City (50+ attorneys, 26-49 attorneys and 11-25 attorneys), the average number of attorneys at each of these law firms, the average number of attorneys who order food per day and the average amount of the order.

Firm size	total firms	Avg. # of attorneys.	# that orders food per day	Avg. amount of order
50+	294	100	20	\$20.00
26-49	176	40	7	\$15.00
11-25	459	20	3	\$15.00

The amount of potential revenue for NYORDER for firms with greater than fifty attorneys is \$1,528,800 per year (29,400 attorneys x .20 (percentage of attorneys that order per day) x \$20.00 (average food order) x 5 (five days per week) x 52 weeks x .05 (NYORDER's percentage from the order)).

B. Advertising Agencies

In general, advertising agencies invoice clients in the same manner as law firms. There are 251 advertising agencies that are members of the American Association of Advertising Agencies in New York City. An average of 200 employees work at these agencies, and on the average there are 25 orders per night at an average of \$15.00 per order. The amount of potential revenue for NYORDER for large advertising agencies is \$1,223,625 per year (50,200 employees x .125 (percentage of employees at advertising agencies that order per day) x \$15.00 (average food order) x 5 five days per week) x 52 weeks x .05 (NYORDER's percentage from the order)).

C. Accounting/consulting firms

Our market research indicates that large accounting/consulting firms such as PWC, D&T and Oracle do not use the accounting system used by law firms and advertising agencies. The process for billing clients is already automated from an employee's time report directly to job summary by client. These companies have icons on their computers that outlines the procedures for ordering food (for example, lists of restaurants and procedures for billing an order to the client). Accounting/consulting firms would benefit, however, from the convenience of a hotlink that connects their employees to NYORDER.

D. Other areas

NYORDER has received positive responses from companies in the following areas: architectural firms, investment banks, unions, doctor and dentist offices, Internet companies, employment agencies, engineering companies, entertainment firms, production houses, talent agencies, insurance companies, brokerage houses, real estate agencies, and television and radio stations. It plans to develop marketing plans for each of these areas and develop a tailor-made system that satisfies the particular needs of these respective employees' industries.

III. COMPETITION

REDACTED

IV. COSTS

A. Initial costs for developing site

One time cost for database (central repository of all data in NYORDER's day to day business), software(developed using PC operating systems), hardware(workstations) and bandwith/hosting

REDACTED

Licensing arrangements (*i.e.*, Mapquest)

Marketing Plan

Project Manager

Programmers

Art director

Copywriter

B. Monthly costs

Office space

Security consulting

Testing

Network consulting

Network management software

Project manager

Programmers

V. CONCLUSION

1. ANALYSIS is better than

Ford, C. M. & Nybelin, L.

What for England & her religion. And
is not greatly troubled to the last.

Not too far from the edge of the lake
probably to be 5-6 miles (R)

~~Admitted to the club.~~

is well
presented

Frühling 1864.

with great pleasure

-5- $\lim_{n \rightarrow \infty} \frac{1}{n} \sum_{k=1}^n f\left(\frac{k}{n}\right) = \int_0^1 f(x) dx$

total order - 1 copy sent to G. R.
 for his library + 1000 plus drawings
 1000 + 1000 = 2000

3. Accounting/consulting firms

Our market research indicates that large accounting/consulting firms such as PWC, D&T and Oracle would not be susceptible to the accounting system offered to law firms and advertising agencies, insofar as the processes for billing clients is already automated from an employee's time report directly to job summary by client. However, these companies do have icons on their computers that discuss the procedures for ordering food (for example, lists of restaurants, and procedures as to when an employee can bill the order to the client). Accounting/consulting firms are susceptible to a hotlink that links their employees to NYORDER when the employee wants to order food.

4. Other areas

NYORDER has received a positive response from companies in the following areas: architects, investment banks, unions, doctors, dentists, Internet companies, employment agencies/recruiters, engineering companies, entertainment companies, production houses, talent agencies, hotels (order food for patrons), insurance companies and brokers, real estate agencies, and television and radio stations. It plans to develop marketing plans for each of these areas and develop a system that satisfies the particular needs of the employees in these industries.

B. Phase II

III. COMPETITION

REDACTED

IV. COSTS

A. Initial costs in developing site

One time cost for database (central repository of all data in NYORDER's day to day business), software(developed using PC operating systems), hardware(workstations) and bandwidth/hosting.....

REDACTED

Licensing arrangements (i.e., Mapquest).....

Marketing Plan.....

Project Manager.....

Programmers.....

Art director.....

Copywriter.....

B. Monthly costs

Office space.....

Security consulting.....

Testing.....

Network consulting.....

Network management software.....

Project manager.....

Programmers.....

Marketing/advertising.....

align

align



NY Order.com

CAN YOU DO THIS?
NYORDER.COM

BUILD SITE FOR
BUSINESS - GO IN
A/R PERSON. WHAT
HAPPENS WITH PERSON
USE? MEAL. PUT UP
SHOW OTHER STUFF
SOME. MAKE IT
AND H
→ Actually sent
your
ABILITY to
PRODUCE

SCREEN ONE

- Company logo, etc.
- List of cities to select

TIME FRAME?
WHAT HOURS IT
- NEED?
OUTSOURCE IT?

SCREEN TWO

- Select geographic area (the program at this point should automatically select the restaurants that will serve that geographical area)

SCREEN THREE

- Select type of food (after a geographic location has been selected, the customer is offered all the types of food (i.e., chinese, deli, indian) that deliver to that customer's location)

SCREEN FOUR

- Select restaurant (once the customer has selected food by type, they will get all of the restaurants available in that type; selection of the restaurant will automatically bring up the menu of that restaurant)

SCREEN FIVE

- Select menu items (at this point, the customer will click on desired menu items)

SCREEN SIX

- Enter payment information (customer will enter credit card information or account number of business, if applicable)
- Give special instructions for delivery (i.e., enter the floor that the food should be delivered to, if a business)
- While credit card is being processed, an "information screen" should appear letting the customer know to contact the restaurant directly if they do not get their delivery, that their order is being sent to the restaurant via e-mail or fax, how long this restaurant usually takes to complete a delivery, etc.
- When credit card information or account information is approved, the program should automatically send order information to the restaurant via e-mail or fax.

Features to Consider:

- Allowing the customer to save their personal data so that entering their payment information on Screen Six is easier.
- Provide a pulldown screen for "extras/other instructions" (i.e., not too spicy, extra duck sauce, etc.); perhaps a customer should be allowed to enter some limited amount of text.
- Perhaps Screen Six should also allow the customer to enter a client billing number and number and names of persons attending the dinner which the customer can print for billing purposes, if necessary.
- Customer should be able to go back at any point (i.e., they decide they don't want Thai food, so they click back to select a different type of food).
- In order to get businesses to mandate (or strongly recommend) the use of the service,

Click
infected
member

How to
7:00 PM
+ website
from order
- 5:00
P.M.

deli
restaurant
business
credit?
Registration
Add'l he
to will be
park on
inside
side of
business
no-should
to filling
has been
- cost
- 10 min
partner.
Wednesday
Monday
KOS GIVE
THAMA
Hook

every city
where a street
address
which
route for
in 4 hour
delivery. Bill
review
wrong policy and
high price
service

Remember we need system as little as possible on
ways computer. But system is available.
only thing to be on the website.
SBPS show...
→ ENTER LINE CODE TO
WEB SITE
Add
on
THAM.

is there anything we can do which will help them for accounting purposes? I.e., weekly send them statements of usage on their house accounts with restaurants?

- To the extent that we want to offer more than just food delivery, how difficult would it be to insert a screen after Screen Two offering the customer the ability to select which service they want (i.e., food delivery or whatever else we may offer)?

ANNEXONS

WETZEL
ALL
MEMBERS.
RECEIVABLE
MANAGE. THAT
USE OF OF
DHS SITE

UP-6009 Box-100

old + change means

Wellstreet -

street -
- chgo. + + Corp. Am. Eng -
+ get receipt.

- sign section of
complete exp. card.

W. R. R. R. R. R.

- 162 p. re

Copy ~~not~~ near

Spencer Art.

— R L Lowrey
proprietor.

NYORDER.COM, LLC

I. OVERVIEW

NYORDER.COM, LLC ("NYORDER") is pursuing the \$195 billion dollar food delivery/takeout industry market. NYORDER seeks to penetrate the New York market by focusing on food deliveries for employees at companies. NYORDER will allow customers to browse menus on-line, find restaurants that deliver to their companies on-line and place orders on-line without having to spend any time on the telephone. *aggressively is it not the way to go*

Here is how it works. The customer simply logs on to the NYORDER website. The customer then inputs the company's name *by owner* or address and the type of food *that is* desired (i.e., Italian, Chinese, deli, etc.), and *up pops* the restaurants that deliver to the customer's location and *that delivers* at the particular time *that the customer is ordering*. The customer can browse the restaurants' menus, order what he/she wants, select the payment option accepted by the restaurant and have it delivered at the time the customer *so* desires. NYORDER automatically converts the on-line orders into a fax or e-mail to the restaurant. The restaurants will then process the order and credit card information and deliver the food to the customer. *place an order*

The restaurants *pay* to NYORDER five percent of the total orders processed by a particular restaurant every *thirty days*. *each month*

A copy of the *proposed* *for NYORDER's* respective screens that *will be on* the website is attached hereto as Exhibit "A".

II. MARKETING PLAN

A. Phase I

NYORDER's *targeted* has identified certain industries that have been quite susceptible to having NYORDER as an icon on employees' computers. *from the benefit of the*

1. Law firms

An attorney *that is* working on a particular project for a client *might* bills that client for any food ordered. An attorney would call up a restaurant, place the order and supply the restaurant with the corporate account number and the client/matter number that the attorney is working on. Law firms have accounts that are set up with certain restaurants and those restaurants send the bills to the internal accounting departments of law firms which includes the attorney *name of who* that ordered the food, the amount and the client/matter *to which* that the restaurant invoice should be billed *to*. The law firm pays the amount *that is* due to the restaurant and the law firm's internal accounting department *then* allocates the portions of the bill to the particular client/matter. *that will benefit most from the convenience of NYORDER*

In law firms, client are *either* billed every thirty days or when the *matter* *ster* transaction is complete. By the

The present system is inefficient

time the restaurant sends the bill to the law firm and the law firm allocates the bill to the particular client, it is several months after the client has been billed or the transaction has been completed. ~~For~~ ^{Thus, if} example, a client pays a \$100,000 legal bill, ~~and~~ the law firm then has to decide whether to bill the client several months later for a \$1,500 food bill.

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The following is a breakdown of the number of law firms in New York City (50+ attorneys, 26-50 attorneys and 11-25 attorneys), the average number of attorneys at each of these law firms, the ^{average} ~~average~~ number of attorneys ^{who} ~~that~~ order food per day and the average amount of the order.

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do not use

used by

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should benefit from the convenience of

4. Other areas

NYORDER has received a positive response from companies in the following areas: architects, investment banks, unions, doctors, dentists, Internet companies, employment agencies/recruiters, engineering companies, entertainment companies, production houses, talent agencies, ~~hotels (order food for patrons)~~ ^{restaurants}, insurance companies and brokers, real ~~estate~~ ^{estate} agencies, and television and radio stations. It plans to develop marketing plans for each of these areas and develop a system that satisfies the particular needs of the ~~employees in these industries~~.

tailor-made

B. Phase II

respective employees' industries

III. COMPETITION

REDACTED

IV. COSTS

for site development

A. Initial costs in developing site

One time cost for database (central repository of all data in NYORDER's day to day business), software (developed using PC operating systems), hardware (workstations) and bandwidth/hosting.....

REDACTED

Licensing arrangements (i.e., Mapquest).....

Marketing Plan.....

Project Manager.....

[REDACTED]

Programmers.....

Art director.....

Copywriter.....

B. Monthly costs

Office space.....

Security consulting.....

Testing.....

Network consulting.....

Network management software.....

Project manager.....

Programmers.....

Marketing/advertising.....

align

align

[REDACTED]

Zagat

go to companies and give icon to companies

show them

Company Description

what does the company do

Revenues

what are the revenues

earned

geographic mix

What Segments comprise

what is the purchase of each segment

Relevant news

recent news

How will they advertise

How do you get people to know about this

1.Tangible value

value to costumer

value to rest.

value to corp.

2.Magnitude

3.What is the payback period

write out assumptions

4.Service level agreement

some spelled out in story board

defining that customer

what is the level of service

components--don't want to call restaurants; something goes wrong

different services to whom

positive confirmation that order was received

5.How are we getting paid after every week

scope geography

costs--what is the advertising budget, who do you sign up

hotlink to my site-list of rests then link to it

balance sheet

printing industry

garment industry

tine warner

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